

Funky Business Talent Makes Capital Dance Kjell A Nordstrm Book

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the nordstrom way shows the direct link between empowering your employees and creating a long term relationship with your customers more businesses should follow nordstrom's example howard schultz chairman starbucks coffee virtually every company wants to be the nordstrom of their industry nordstrom is one of only five companies to make fortune's best companies to work for and most admired list every year the

surveys have been taken despite its position in the hard hit retail sector nordstrom with 193 stores in 28 states never experienced a quarterly loss during the recent economic downturn the nordstrom way to customer service second edition explains what every business can learn from the world's most famous customer service driven company new material in this revised edition includes how to become the nordstrom of your industry tools for creating a customer driven culture chapters on nordstrom's online customer service and the innovative social commerce features of its website breakthroughs on nordstrom's multi channel approach to customer service nordstrom follows a set of principles that has made it a leader in its industry discover what endears nordstrom to its customers and learn how to apply those same standards to your company

top ten business books for 2017 forbes the fully revised and updated edition of the classic book about nordstrom's extraordinary customer service in this new edition of the management classic the authors explore in depth the core values of the culture that have made nordstrom synonymous with legendary customer service these essential values have enabled nordstrom to survive and adapt to dramatic market shifts regularly since 1901 and the new edition explains how the nordstrom approach can be emulated by any organization in any industry in every corner of the world this is not a book about selling shoes or clothes or cosmetics or jewelry it is a book about how underlying values such as respect trust compensation and even fun are the building blocks of a culture where employees are empowered to consistently deliver a world class experience to customers nordstrom believes that the employee experience determines the customer experience and that when you attract and reward people who are comfortable in a service oriented culture then everyone succeeds both individually and collectively no wonder nordstrom is one of only five companies to make fortune's best companies to work for and most admired lists every year since those surveys have been taken with new interviews from senior nordstrom executives and family members the book explains how to successfully respond to today's tech savvy time crunched customers who demand a convenient seamless painless personal experience across all channels nordstrom gives its frontline people all the digital tools necessary to satisfy the customer and your organization must do the same if it wants to adapt the authors show what it takes to earn brand loyalty lead through change and uncertainty and combine extraordinary brick and mortar with online experiences the single most important reason we try to provide great service is this it enables us to sell more says co president blake nordstrom great grandson of the founder the best way for our company to achieve results is to do what's best for the customer in this book readers will find suggestions for becoming the nordstrom of your industry the ten values that define a customer driven culture lessons for providing superior service and experience across all channels

top ten business books for 2017 forbes the fully revised and updated edition of the classic book about nordstrom's extraordinary customer service in this new edition of the management classic the authors explore in depth the core values of the culture that have made nordstrom synonymous with legendary customer service these essential values have enabled nordstrom to survive and adapt to dramatic market shifts

regularly since 1901 and the new edition explains how the nordstrom approach can be emulated by any organization in any industry in every corner of the world this is not a book about selling shoes or clothes or cosmetics or jewelry it is a book about how underlying values such as respect trust compensation and even fun are the building blocks of a culture where employees are empowered to consistently deliver a world class experience to customers nordstrom believes that the employee experience determines the customer experience and that when you attract and reward people who are comfortable in a service oriented culture then everyone succeeds both individually and collectively no wonder nordstrom is one of only five companies to make fortune s best companies to work for and most admired lists every year since those surveys have been taken with new interviews from senior nordstrom executives and family members the book explains how to successfully respond to today s tech savvy time crunched customers who demand a convenient seamless painless personal experience across all channels nordstrom gives its frontline people all the digital tools necessary to satisfy the customer and your organization must do the same if it wants to adapt the authors show what it takes to earn brand loyalty lead through change and uncertainty and combine extraordinary brick and mortar with online experiences the single most important reason we try to provide great service is this it enables us to sell more says co president blake nordstrom great grandson of the founder the best way for our company to achieve results is to do what s best for the customer in this book readers will find suggestions for becoming the nordstrom of your industry the ten values that define a customer driven culture lessons for providing superior service and experience across all channels

this book focuses on the customer service principles espoused by the nordstrom department store chain a legend in retailing and customer service it shows how the nordstrom customer service culture can work in any company or industry computer repair centers bicycle shops medical clinics credit unions and more the book features case studies from many companies that have successfully adopted and adapted the lessons from the nordstrom way the author s successful book about the founding of nordstrom and the beliefs the nordstrom family imparts to its employees helps other companies apply nordstrom s principles to their own customer service practices provides lessons on how to find and focus on customer needs follow up and ensure customer satisfaction

advance praise for the nordstrom way nobody does it better than nordstrom and this is the first thorough close up look at its service secrets a real winner tom peters president the tom peters group outstanding customer service and nordstrom s are synonymous the innovative approach has allowed them to find out what the customers want and then do it their standards of service are what we all shoot for david d glass president and chief executive officer wal mart stores inc nordstrom is a national model for outstanding customer service american business should use this book as a primer to learn how to make and keep happy satisfied customers j willard marriott jr chairman and president marriott international inc when you run a family business that includes your customers as extended family you re unbeatable this book outlines an american family saga that has become the admiration of the world leonard a lauder president and chief executive officer

estée lauder companies nordstrom s business is built on one to one communication with the customer their professional salespeople bridge the gap between the designer and the consumer the nordstrom way is what the 90s are all about donna karan designer and chief executive officer donna karan company the nordstroms wrote the book on customer service now we have a chance to read chapter by chapter how through four generations this family has established one of the finest retail institutions in the world peter strom vice chairman polo ralph lauren when it comes to customer service nordstrom s standards are what we all shoot for declares david glass president and ceo of wal mart the nordstrom way marveled correspondent morley safer in a 60 minutes profile is not service like it used to be but service like it never was what makes nordstrom so special what exactly does this retail giant do that so clearly distinguishes it from the competition how does the nordstrom customer service culture work and most importantly what lessons can industry learn from nordstrom s example the nordstrom way answers these questions and more coauthored by top nordstrom salesman patrick mccarthy and based on veteran journalist robert spector s exclusive in depth interviews with the nordstrom family senior executives directors and salespeople the nordstrom way offers the first inside uncensored book about this much admired and much feared retail powerhouse working at nordstrom is not for everyone the authors describe a hotly competitive darwinian culture where 35 000 employees are given freedom to either think and act like entrepreneurs or pass into extinction in the course of their analysis the authors isolate practical lessons that readers can apply to both their professional and personal lives including becoming other centered rather than self centered valuing the nobility of service finding and bonding with customers serving and keeping those customers giving frontline people the freedom to make decisions the nordstrom way is a vivid richly anecdotal chronicle of an american business success story

praise for the nordstrom way outstanding customer service and nordstrom s are synonymous the innovative approach has allowed them to find out what the customers want and then do it their standards of service are what we all shoot for david d glass president and chief executive officer wal mart stores inc nordstrom is a national model for outstanding customer service american business should use this book as a primer to learn how to make and keep happy satisfied customers willard marriott jr chairman and president marriott international inc when you run a family business that includes your customers as extended family you re unbeatable this book outlines an american family saga that has become the admiration of the world leonard a lauder president and chief executive officer estée lauder companies nordstrom s business is built on one to one communication with the customer their professional salespeople bridge the gap between the designer and the consumer the nordstrom way is what the 90s are all about donna karan designer and chief executive officer donna karan company

first published in 1995 the nordstrom way is a classic guide to great customer service this new book replaces the nordstrom way with an even more practical guide to becoming the nordstrom of your industry designed for customer service managers and trainers as well as business owners it s an invaluable resource for designing your own programs and initiatives the authors not only explain the principles of the world s

best customer service company they also show you how to implement them in your own organization the nordstrom way to customer service excellence will help your business make customers its number one concern and help make your business number one in your industry

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